

Message Text

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PAGE 01 TAIPEI 00386 170244Z

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TO SECSTATE WASHDC 8227

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E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: CCP SECOND QUARTER PROGRESS REPORT

REF : STATE 5474

1. ALL CAMPAIGN OBJECTIVES PROGRAMMED FOR THE SECOND QUARTER OF FY1976 CCP HAVE BEEN MET. THE CARRY-OVER REPORTS FROM FIRST QUARTER ON ROC SCHEDULES FOR FEASIBILITY STUDIES FOR THE PETROCHEMICAL INDUSTRY AND POWER GENERATION PROGRAMS ARE PRESENTLY UNDER PREPARATION AND WILL BE SUBMITTED BY MID-THIRD QUARTER. OF THE 18 PRODUCT-RELATED NEWS RELEASES ISSUED DURING SECOND QUARTER, THERE WERE 10 PLACEMENTS. THE MAIN PROBLEM IN THE PLACEMENT OF ARTICLES IS THAT MANY OF THE TRADE PUBLICATIONS IN ROC ARE PRIMARILY EXPORT-ORIENTED AND EDITORS ARE RELUCTANT TO PUBLISH ARTICLES CONCERNING IMPORTS OF FOREIGN PRODUCTS. HOWEVER, POST WILL PREPARE AN ANNUAL SYNOPSIS AND ASSESSMENT OF THIS ACTIVITY AT END OF PROGRAM YEAR AS SUGGESTED IN REFTEL.

2. IN-STORE PROMOTION OF AMERICAN CONSUMER GOODS AT THE NEW PRESIDENT DEPARTMENT STORE WAS VERY SUCCESSFUL, YIELDING GOOD SALES AND PUBLICITY FOR AMERICAN PRODUCTS. POST NOW IN PROCESS OF PLANNING ANOTHER IN-STORE PROMOTION THIS YEAR WITH NEW FAR EASTERN DEPARTMENT BRANCH STORE IN TAINAN FOR SUMMER 1976.

3. IN ANALYZING RESOURCE ALLOCATION, POST OBSERVES THAT AN INCREASING AMOUNT OF STAFF TIME IS BEING SPENT ON

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PAGE 02 TAIPEI 00386 170244Z

TRADE COMPLAINTS AND IN THE TRADE POLICY AREA, I.E.

"ESCAPE CLAUSE" ACTIONS, COUNTERVAILING DUTY CASES AND THE NEW GSP PROGRAM. IT SHOULD BE NOTED THAT RESOURCE ALLOCATION FOR THE FY'76 CCP WAS BASED ON 260 MAN/DAYS PER PERSON, PER YEAR, INSTEAD OF THE STANDARD 220 MAN/DAYS. AS A RESULT, POST OVER-ALLOCATED BY 300 MAN/DAYS UNDER THE FSO, FSL, AND CLERICAL RESOURCE CATEGORIES. POST PRESENTLY STUDYING THIS PROBLEM AND WILL MAKE ADJUSTMENTS AS APPROPRIATE AT A LATER DATE.
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